

Abstract of the Disclosure

The present invention relates to using a portable device containing software capable of automatically executing on the host computing device in association with a computing session and provide an interface frame for display on the host computing device. The interface frame providing viewable content, links to one or more web sites, links to software functions stored on the portable device for executing on the host computing device, or a combination thereof. The content information may be various logos, banners, or other web content. The web content may be mark-up language content stored on the portable device or provided by a web site identified by information stored on the portable device.

15 Preferably, certain content and links to web sites are affiliated with the provider of the portable device to provide a marketing tool. Further, the content is preferably substantially fixed or controlled to an extent where the content remains viewable to the user regardless of actions taken during the computing session.